

fluidBUZZ

Monthly Newsletter from Aryan Lubricants Pvt. Ltd.

Table of Contents

01	Branding	02 Pg.
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03 Pg.	Employee Corner (Birthday and work anniversary)	02
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03	Refresher Ride Rewards outlet	05 Pg.
----	----------------------------------	--------

12 Pg.	Gift Distribution	04
--------	-------------------	----

05	News from Industry (Manufacturing process of automotive lubricants)	13 Pg.
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Branding

Branding is not just a logo, it's the heartbeat of your organization. It whispers trust, shouts identity, and leaves a memory long after the product is gone. A strong brand turns customers into believers, transactions into relationships, and markets into loyal communities.



Marchandising at Jadev Auto under Rajendra Kumar at Banka Bihar



Marchandising at Mister Motorcycle Repair Centre under Rajendra Kumar at Bhagalpur Bihar



Employee Corner

Happy BIRTHDAY

On behalf of the entire Atlantis team, Wishing you a very happy birthday! We hope your special day is filled with happiness, laughter, and a year ahead full of success, and good health! Once again Happy Birthday!

Dhaval Solanki
Dispatch Executive

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Munnalal Soni
Territory Sales Executive

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Niral Kaneriya
Head Administration & Accounts

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Akiph Ahmad Siddiqui
Territory Sales Manager

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Ashwani Kariyar
Territory Sales Executive

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Shatrughan Kumar Singh
Territory Sales Manager

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Girish Biswal
Territory Sales Executive

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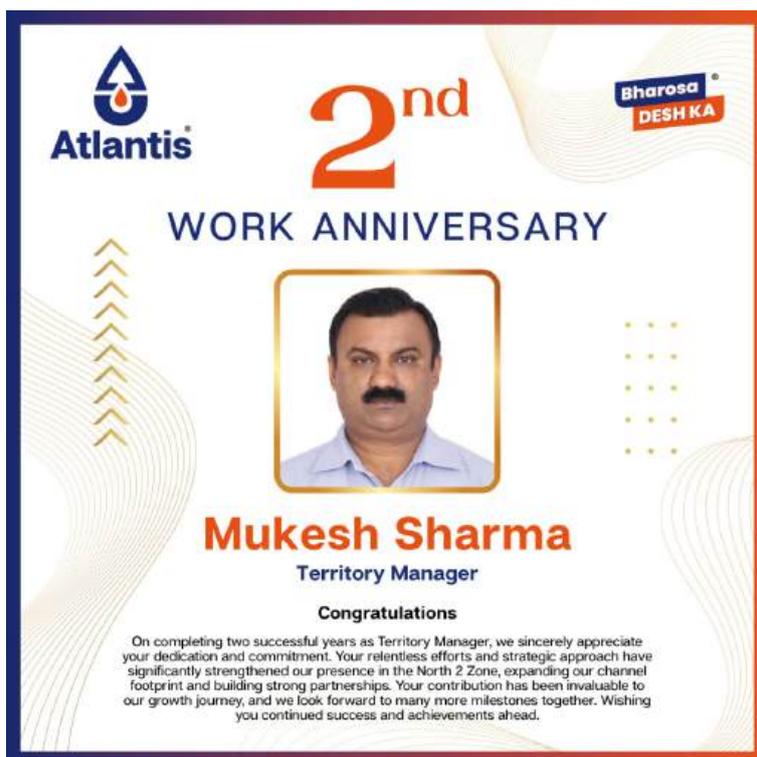
Sandip Lad
Area Sales Manager

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HAPPY
Birthday
TO YOU

Work Anniversary

Mukesh Sharma, I joined Aryan Lubricants two years ago, and during this period, I have experienced exceptional support from both the Management and the Office staff. The quality of Aryan Lubricants' products is outstanding, comparable with leading brands like Castrol, and in some cases, even surpassing Petronas. Customers who use Aryan Lubricants remain loyal and do not shift to other brands, which reflects the trust in our quality. I am fully satisfied with the company, and I truly value the supportive colleagues and positive work environment that make this organization a great place to work.



Happy Anniversary



Refresher Ride Rewards

The Ride Refresher Rewards Scheme for July '25 was a grand success, reflecting the dedication and teamwork that went into its execution. As part of the initiative, Team ATLANTIS actively engaged with our channel partners through counter visits, creating stronger connections and driving enthusiasm across the network. These visits not only reinforced our presence but also highlighted the value of our reward programs. Here are some glimpses capturing the energy, spirit, and achievements of Team ATLANTIS in action.



Marchandising at Jadev Auto under Rajendra Kumar At Banka Bihar



Ambika Motors under DB Bhadouria Oil and Battery at Dabhoi Gujarat



Ankur Motors under DB Batt Lubricants Kistwar J & K



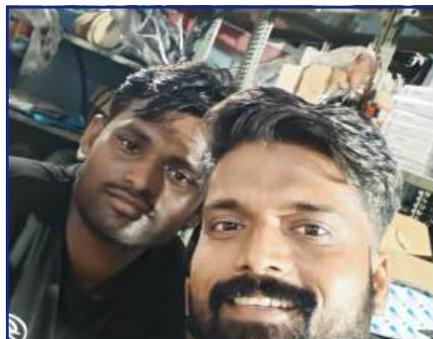
Asheesh Auto Works under DB Batt Lubricants at prem nagar doda J & K



Marchandising at Jadev Auto under Rajendra Kumar At Banka Bihar



Marchandising at Jadev Auto under Rajendra Kumar At Banka Bihar



Ambika Motors under DB Bhadouria Oil and Battery at Dabhoi Gujarat



Ankur Motors under DB Batt Lubricants Kistwar J & K





Abid Automobile Under DB Batt Lubricants at Bhaderwah J & K



Ambika Motors under DB Bhadouria Oil and Battery at Dabhoi Gujarat



Ankur Motors under DB Batt Lubricants Kistwar J & K



Asheesh Auto Works under DB Batt Lubricants at prem nagar doda J & K



Manoj Auto under DB Om sai Enterprises at korchi Maharashtra



Nafees Automobile under DB Batt Lubricants at Akramabad Doda J & K



Naval Tractor Garage under DB Bhadauria Oil and battery at Bodeli Gujarat



Om sai Tractor under DB Om sai Enterprises at Kardi Maharashtra



Pappu Automobile under DB Batt Lubricants at Prem nagar doda J & K



Priti Motors under rajdhani auto distributor at Hanspal Odisha



Rafi automobile under DB Batt Lubricants at Jammu J & K



Raj Autoparts under DB Vijay Traders at Bilha Chattishgarh





Raja Motors under DB Vijay Traders Bilaspur Chhattishgarh



Rajasthan Car Care under Lakshay Enterprises at Kota Rajasthan



Raju Automobile under DB Batt Lubricants at Kahara J & K



Riyaz Automobile under DB Batt Lubricants at doda J & K



Sahani Automobile under Harsiddhi Auto Components at Marwan Muzaffarpur Bihar



Shafin Automobile under DB Batt Lubricants at Kishtawar J & K



Shanti Auto WorkShop under DB Rajdhani auto distributors Ningipur Odisha



Shining Auto Spare under DB Batt Lubricants at Gowari Vallesa J & K



Shiv tractor spare Under DB Harsiddhi Auto Components at Vaishnavi Muzaffarpur Bihar



Shree Dev Service centre under Lakshay Enterprises at Digod Rajasthan



Shree sai motors under Bhadouria Oil & Battery at Baroda Gujarat



Shree Tractor under DB Om Sai Enterprises at madgi Maharashtra





Sofi automobile under DB Assad Global Tradings at Magam J & K



Sonu Autoparts Under Vijay Traders at Bilaspur Chattishgarh



Taj Sharif auto under DB Om Sai Enterprises at gondia Maharashtra



Vijay Agency under DB Om Sai Enterprises at Mohadi Maharashtra



Aditya Auto Garege under DB Hydrotech Oil Hub at colvale Goa



Ahanger eng works under Assad Global tradings at Pattan J & K



Ahmed Tractor under Lakshya Enterprise at Kota Rajasthan



Ajay Automobiles under DB Nifhi traders at Mirzapur UP



Bajrang Motors under DB new Vijay Motors at Ahmedabad Gujarat



Banadurga Auto Workshop Under DB Rajdhani Auto Distributor at Bhubaneswar Odisha



Car care DB National Lubricants in Kanodar Gujarat



Dar Auto Workshop under DB att Lubricants Domail Gatha Bhaderwah J & K





G H motors under DB Battery world Himatnagar Gujarat



Hanuman Motors under DB Lakshya Enterprises at kota Rajasthan



Hari Om Automobile under Jahnvi Traders at malkhangiri Odisha



Kaka automobile under Assad Global Tradings at Harnag Anantnag J & K



Kanka Auto under D Hydrotech Oil Hub at sindhudurg Goa



Kham motor Banpura Under DB Aayannsh Chemical at Chapra Bihar



Khyam Automobile under DB Khalsa trading company at Ambikapur Chattishgarh



Maa Mahamaya Servicing Centre under DB Vijay Traders at Lodhipara Bilaspur Chhattishgarh



Maa Sharda Autoparts under DB Vijay Traders at Mangla Bilaspur Chhattishgarh



Mahaveer Auto Workshop under DB Rajdhani auto distributor at Banalamipur Odisha



Maqbool hardware under DB Assad Global Tradings at Pattan J & K



Matoshree Auto Garage under Hydrotech Oil Hub at Goa





Mehta tractor parts under DB Lakshya Enterprises in Sangod Rajasthan



Moders Car care under DB National Lubricants at Danta Gujarat



New Auto spair parts under Aayannsh Chemical at amnour Bihar



NV Auto Parts under DB National Lubricants at Deesa Gujarat



Raju Auto Servicing Centre under DB Vijay Traders at Bilaspur Chattishgarh



Rehan Motors under Bhadouria Oil & Battery at Tilakwada Gujarat



Sanwariya Maruti Workshop under DB Lakshya Enterprise at Kota Rajasthan



Satyam Shivam automobile under DB Khalsa trading at ambikapur Chattishgarh



Shamshad automobile & bike spare parts under DB Batt Lubricants at Baderwah Jammu J & K



Shree khodiyar motors under under DB New Vijay Motors at Sertha Gujarat



Shree laxmi Garege tabcol Under DB Hydrotech Oil Hub at borim Goa



Shri Sai Shradha Car Garrage under DB Vijay Traders at Bilaspur Chattishgarh





Siba sankha auto work shop under DB Jahnvi Traders at Malkhangiri Odisha



Smile new under New Vijay Motors in Kalol Gujarat



Sofi Automobile under Assad Global Tradings Srinagar J & K



Sony auto Banpura under DB Aayannsh Chemical at Chapra Bihar



Sunil Autoparts under DB Vijay Traders at Bilaspur Chattishgarh



Today a small Chai-Pani meeting was held in the office of Rajendra Kumar Bhagalpur



Umiya Motors and Garage under New Vijay Motors in Kalol Gujarat



Gift Distribution

Gifts distribution for achieving the target of purchasing 100 Ltrs in a month at Alam & Sons, under DB Rajendra Kumar



Gifts distribution for achieving the target of purchasing 100 Ltrs in a month at Arun Automobile under DB Rajendra Kumar



News from Industry (Manufacturing process of automotive lubricants)

Every time you start your car, hundreds of metal parts move together at high speed, creating heat and friction. Without protection, these parts would wear out quickly. The unsung hero that prevents this damage? Engine oil—also called a lubricant.

Lubricants reduce friction, cool the engine, clean away dirt, and protect against rust. But how does this oil get from deep underground to your vehicle's engine? Let's take a simple look at its journey.

1. Crude Oil Extraction – Where It Begins

It all starts in oil fields—on land or offshore—where crude oil is brought to the surface using drilling rigs. Crude oil is a thick, dark mix of many substances, including hydrocarbons, sulfur, metals, and salts. Before refining, it is cleaned in a process called desalting, where water and heat remove salt and fine particles. This prevents damage to refinery equipment later.

2. Distillation – Sorting the Ingredients

Think of crude oil as a giant soup with many different ingredients. Refining is about separating these into useful parts. This is done in two steps:

Atmospheric Distillation – The oil is heated until different parts (like petrol, diesel, and heavy oils) boil off at different temperatures.

Vacuum Distillation – The heavier leftover oil is distilled at lower pressure so it can be separated without burning. This step gives us the parts suitable for making lubricant base oils.

3. Purification – Removing the Unwanted

The separated oil still has things that can harm engine performance. So, it's cleaned further:

Solvent Extraction removes unstable molecules that could cause sludge.

Deasphalting takes out heavy, sticky substances like asphalt.

Dewaxing removes wax that could thicken the oil in cold weather, ensuring smooth flow even in winter.

4. Advanced Refining – Making It Even Better

Modern engines need cleaner and stronger oils, so refiners use advanced processes:

Hydrotreating removes impurities like sulfur and metals while improving stability.

Hydrocracking breaks larger, unstable molecules into smaller, more uniform ones.

Catalytic Dewaxing changes wax molecules to improve performance at low temperatures.

These steps produce high-purity oils used in most modern vehicles.

5. Base Oil Types – API Classification

Base oils are grouped into five types:

Group I – Older technology, moderate purity.

Group II – High purity, common in everyday engine oils.

Group III – Very pure, high-performance, often sold as “synthetic.”

Group IV – True synthetic oils, engineered for top performance.

Group V – Special synthetic blends for unique needs.

6. Blending – The Secret Recipe

Base oil alone can't fully protect an engine. Additives are mixed in—like spices in a recipe—to give oil its full power:

Detergents keep engine parts clean.

Dispersants stop sludge from forming.

Anti-wear agents protect metal surfaces.

Viscosity modifiers help oil work in both cold and hot conditions.

Antioxidants prevent oil from breaking down.

The right blend ensures the oil can handle the demands of modern engines.



7. Quality Testing – Final Check Before Use

Before reaching you, the oil is tested for:

Viscosity – How thick or thin it is at different temperatures.

Pour Point – The coldest temperature at which it flows.

Flash Point – The temperature at which it can ignite.

Chemical Balance – Making sure it has the right acidity and stability.

Only oils that pass all tests are packed and sent to stores.

Why This Matters to You

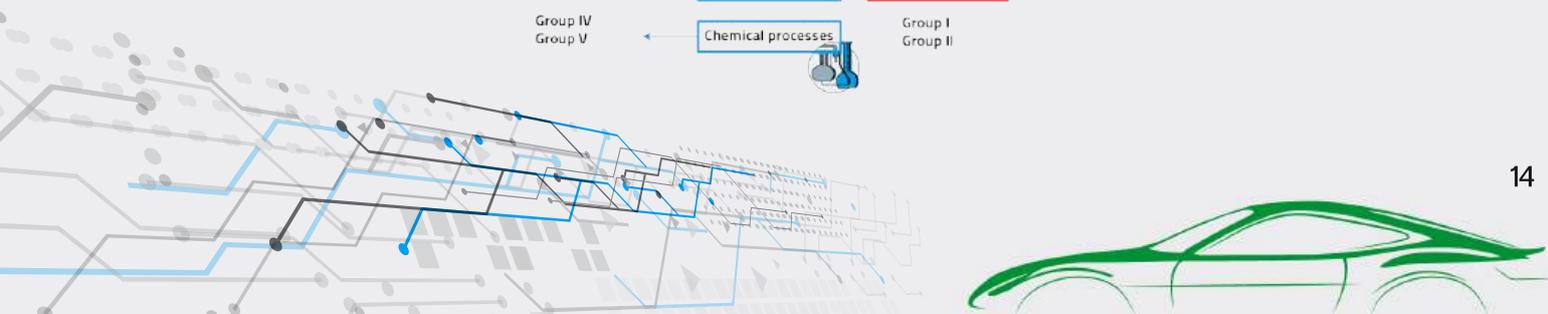
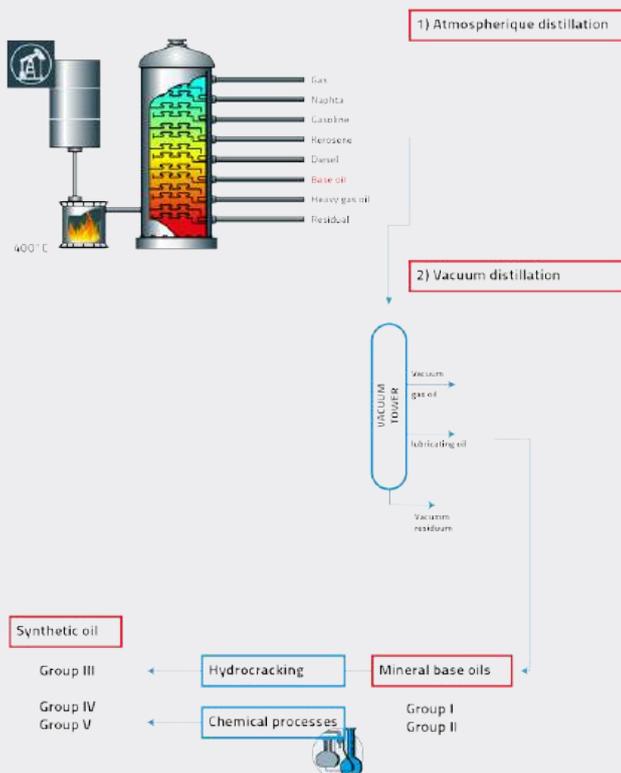
Today’s engines are smaller, more powerful, and run hotter than before. They need oil that can:

- Flow quickly in cold starts.
- Resist breaking down at high heat.
- Keep parts clean for thousands of kilometers.

By choosing a trusted brand, you’re not just buying oil—you’re buying years of research, precision, and quality control.

Conclusion

From deep underground crude oil to the bottle of engine oil in your car, every drop goes through a careful process of extraction, refining, blending, and testing. The next time you change your oil, remember the remarkable journey it took to protect your engine.



“Hellooo!!!

Send me all the good news and accolades that can be use in this amazing newsletter.

Stay Tuned for more updates....

Mr. Atlantis

Behind the Newsletter :
Pubali Mukherjee (BDM)

